Expect to find in Benson & Hedges certain pleasures no other cigarette offers. Costlier tobaccos, luxurious in flavor. Unique filter of natural cellulose, cross-fibered for maximum filtration. Custom mouthpiece to recess the filter, so that only the flavor touches your lips.

BENSON & HEDGES · Regular and King Size

Job No. PAR-4994 "Fireplace"
Theatre Magazines ..... December, 1957
4¾ x 7⅝ (A) Final Proof, November 13, 1957

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"Fireplace"
Only flavor touches your lips... 80mm.
Pg 3/4 - 4 3/4 x 7 5/8

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